

READINESS QUICK GUIDE:

How to Find the Right Technology and Partner for Your Licensing Agency

The right partner and technology will empower your agency to grow, operate with more efficiency and better serve your stakeholders. Finding the right one starts with some initial groundwork to identify and understand your requirements. When done right, technology and partner investments will deliver significant returns for years to come.

This quick reference guide will walk you through how to prepare and evaluate potential partners and technologies.

Prepare to select the right technology and partner:

- Get specific about your requirements.
- Get all of your stakeholders involved to identify gaps and needs. Don't limit this to the leadership team. Input from front-line staff is highly advantageous.
- Talk to your customers to find out what they like and don't like about the process.
- Document your current process workflows and identify steps that can be automated and eliminate the steps that are no longer necessary.
- Create baseline metrics of your current state to track against future state results.
- Prioritize your requirements. If there are budget constraints, having a prioritized list will allow you to make informed decisions on what to keep in scope and what to push to future enhancements.

This process will take more time initially, but it will save time and money in the long run, help you identify your greatest areas of need, and more effectively communicate your goals and requirements to potential partners. Clear requirements will greatly increase the chance of a smooth, successful implementation.

Evaluating potential partners:

- Can they scale with you?
- Do they have enough people on their bench with deep knowledge of the licensing industry? Do they have anyone on their team with realworld experience?
 - Will you have access to these individuals?
- Talk to their customers -- and not just the ones who've posted 4-star reviews.
 - Ask how they addressed problems, setbacks and changes?
- Explore the methodologies they use to solve complex problems.
- Evaluate their culture and core values. Do they align with yours?
- Ask potential partners for a list of organizations they serve in your industry.
- Are they a specialist or generalist? An expert or an order taker? Experts and specialists will know the questions to ask and will be proactive in building the right solution and navigating change management. They will also be able to provide consultation services such as best practices that will add value.
- If it's a Salesforce partner, check their partner level (Registered, Silver, Gold, Platinum, Global Strategic). Levels are determined based on their Consulting Partner Trailblazer Score, which takes into account expertise and customer success.
- For culture and core value alignment, ask for their CSAT (customer satisfaction) or NPS (Net Promoter Score), review awards they've received (particularly Best Places to Work) and any community commitments they've made.

Evaluating technologies:

- Do they have enough people on their bench with deep knowledge of the licensing industry? Do they have anyone on their team with realworld experience?
 - If the software is new to market, does it have an established track record of success yet?
 - Are there enough specialists versed in the technology to support your needs? Will you have access to the right support, or is it still too new?
- How current is the technology? Has it been kept up-to-date on standards and compliance issues within the licensing industry?
- Talk to their customers. Are they happy with it?
- Can the solution be implemented in phases over time if there's not enough budget now? Does it allow you to start realizing value today with the ability to add functionality over time without having to start from scratch every time?
- Can it be easily configured to meet ever-changing workflows and statutory requirements?
- Does it integrate with other technologies and outside vendors or other agencies?

With technology, the goal is to find one that aligns with the nuances of the licensing industry, but is not so niche that you run the risk of not having access to support. It must be nimble enough to meet your agency's evolving needs and keep pace with change. The last thing you want is to have to reinvest in a new system every few years.

QUESTIONS?

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About Licensing Solution

Introducing our proprietary cloud-based and configurable solution that allows agencies to automate the licensing, permitting, and enforcement processes. From new applications to managing complaints, investigations, public record requests, status requests, renewals, and existing licenses to giving your customers an enhanced dynamic experience through a state-of-the-art online portal. Our configurable single solution removes the need for a systems developer or analyst and saves you time, money, and resources. Now your agency can efficiently manage the whole process while getting customers answers and information faster, significantly improving what has been known to be a frustrating and archaic experience on both sides. Learn more at <https://www.mstsolutions.com/licensing-solution/>

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